

Caltechlive!

Rate Sheet 2019-2020 Season

Full Season

October - May

Full Page	\$1800
½ Page	\$1265
¼ Page	\$825
1/8 Page	\$578
Inside Cover	\$2475
Inside Back Cover	\$2475
Outside Back Cover	\$2695

Rate Guidelines

1. Cancellations must be received in writing by the space reservation closing date.
2. All advertising is subject to acceptance as to character, layout, text and design.
3. A cash discount of 5% will be applied if paid prior to issue date. A 3% service charge will be compounded monthly on any account 60 days delinquent.
4. Guaranteed positions: 10% premium (except covers).

Closing Dates

Space reservation: Friday, August 9, 2019

Artwork: Friday, August 30, 2019

Mechanical Requirements

Full-page trim (no bleed)	4½" x 7½"
½ page horizontal	4½" x 3 5/8"
½ page vertical	2 1/8" x 7½"
¼ page horizontal	4½" x 1¾"
¼ page vertical	2 1/8" x 3 5/8"
1/8 page (horizontal only)	2 1/8" x 1 11/16"

To ensure the best reproduction of your ad please follow these guidelines:

- The preferred format of files submitted is a high resolution PDF with fonts embedded, or high resolution JPG (300-720 dpi).
- We do not accept ads/artwork created in Microsoft Word.
- Ads created in InDesign, Quark Xpress, Pagemaker or Publisher should be exported as high resolution PDFs with fonts embedded.
- Image files (logos, photographs) should be EPS, TIFF or JPEG files (minimum 300 dpi). Any image file created in a word processing program is incompatible, including files created in MS Word or Excel, as are PowerPoint documents.
- E-mailed files should be no larger than 4MB. Please name file as it relates to the company placing ad. Please indicate CaltechLive! Program Magazine in your e-mail along with a contact person and phone number.
- Send files to cls@caltech.edu. If you have any questions, please contact Cara Stemen at (626) 395-3841.

California Institute of Technology

Campus Programs • Cara Stemen • Mail Code 15-6, Pasadena, CA 91125-9200

Phone: (626) 395-3841 • Fax: (626) 395-1787

Call 626.395.4652 or visit www.events.caltech.edu



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